

When any media entity airs programming to serve their own interests, journalism fails the people it is intended to serve. Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation and does not serve the at large public.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. Not only are they calling this paid ad "news", which it is not, but they are requiring their local stations to follow their corporate rule. The local stations should serve the people in their communities airing local issues of concern. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy.

The public spoke out over a year ago against media ownership becoming centralized. It's time to move in the direction desired by the viewers not in the direction demanded by the select corporate few.

Sinclair is overstepping its bounds. It is time to curtail the consolidation process and leave a strong segment of our news in local hands. Thank you.